

# Contextual Relevance and Actionable Audiences

## AccuWeather's Success in the Allergy Category

AccuWeather and the 2<sup>nd</sup> largest pharmacy in the United States collaborated to provide contextually relevant ad executions that were delivered when there was a risk for allergy sufferers, driving high conversion in the form of store visits and performing well above the industry average.

### / Challenge

Reaching the appropriate audience during allergy seasons to reinforce the message that the pharmacy chain can be the solution for all of their allergy needs.

### / Solution

AccuWeather developed a high impact plan for the pharmacy chain that reached allergy sufferers when allergy triggers such as pollen, dust and dander were prevalent. The fully customized mobile web and desktop takeovers created contextual relevance for the user, while keeping the pharmacy top of mind for the allergy season. The use of AccuWeather's proprietary allergy index triggering accounted for all allergens, not just pollen, and provided the accurate and efficient delivery of the pharmacy's allergy message. In addition to standard performance metrics, AccuWeather implemented an attribution study to identify user behaviors and demographics in association to the pharmacy and show a higher rate of conversion.

### / Results

The pharmacy's allergy campaign yielded high performance with an average CTR **15x better** than the industry average.\* In addition, the attribution study measured almost 100,000 store visits prompted by advertising on AccuWeather browser products. The overall high performance of the allergy campaign has garnered additional investments and a continued relationship with the pharmacy's ad agency for 2016/17 allergy seasons.

\*Source: eMarketer 2016



For questions regarding the AccuWeather and Allergy partnership, please contact your AccuWeather Sales Representative.